## AMENDMENTS TO THE CLAIMS:

Cancel claims 1 – 103.

104. (previously presented) A system for creating media programming from a plurality of stored media elements comprising:

a set of style data configured to store a stylistic approach for a user;

an interface layer configured to control behavior of an ancillary asset;

a program layer configured to define an asset type and core content description of an asset;

a template layer configured to define a template, wherein said template is used with said stylistic approach to select a set of selected media elements wherein said selected media elements are automatically assembled into said media programming;

a module layer configured to provide weighting factors for said asset, wherein said weighting factors determine a likelihood said asset will be used with said template; and

a clip layer configured to associate each of said plurality of stored media elements with a tag.

105. (previously presented) The system for creating media programming from a plurality of stored media elements of claim 104 wherein said template comprises:

an over-all outline of a subject matter to be contained in said media programming.

106. (previously presented) The system for creating media programming from a plurality of stored media elements of claim 104 wherein said template is associated with demographic information.

107.　(previously presented) The system for creating media programming from a plurality of stored media elements of claim 104 wherein said tag is a content tag.

108.　(previously presented) The system for creating media programming from a plurality of stored media elements of claim 104 wherein said tag is a demographic tag.

109.　(previously presented) The system for creating media programming from a plurality of stored media elements of claim 104 wherein said tag is a style tag.

110.　(previously presented) The system for creating media programming from a plurality of stored media elements of claim 104 wherein said tag is a control tag.

111.　(previously presented) A method of creating aesthetically and structurally appropriate media programming comprising:

　　　collecting a plurality of media clips;

　　　determining a media form of a first media clip wherein said media form is separate from a media contact of said first media clip; and

　　　selecting said first media clip based upon said media form for inclusion in said aesthetically and structurally appropriate media programming.

112.　(previously presented) The method of claim 111 wherein said step of selecting comprises:

　　　providing a template wherein said template specifies functional and aesthetic values desired from media clips to be assembled into said aesthetically and structurally appropriate media programming and wherein said template does not specify media content.

113.    (previously presented) The method of claim 112 wherein a first aesthetic value is a key of music.

114.    (previously presented) The method of claim 112 wherein a first aesthetic value is a tempo of sound.

115.    (previously presented) The method of claim 112 wherein a first aesthetic value is a spectral distribution of audio energy.

116.    (previously presented) The method of claim 111 further comprising:

including a second media clip and a third media clip in said aesthetically and structurally appropriate media programming wherein said second media clip contains audio media only and wherein said third media clip contains video media only.

117.    (previously presented) A method of creating media programming comprising:

profiling a viewer;

providing a first plurality of media clips;

concatenating a second plurality of media clips wherein from said second is selected from said first plurality to form said media programming; and

presenting said media programming to said viewer.

118.    (previously presented) The method of claim 117 further comprising:

receiving a query from said user, wherein said user has access to all of said first plurality of media clips only through an intermediary and wherein said media clips are not presented for browsing or in a list to said viewer; and

selecting said second plurality of media clips from said first plurality of media clips based upon said query.

119.    (previously presented) The method of claim 117 wherein said step of profiling comprises:

collecting a viewer history.

120.    (previously presented) A method of creating media programming comprising:

providing a plurality of media clips;

selecting a first media clip and a second media clip;

removing a first part of said second media clip;

removing a second part of said first media clip;

creating a transition between said first media clip and said second media clip; and

assembling said first media clip, said transition and said second media clip into said media programming.

121.    (previously presented) An aesthetically and structurally appropriate media programming creation system comprising:

a plurality of media clips;

a determiner configured to determine a media form of a first media clip wherein said media form is separate from a media content of said first media clip; and

a selection unit configured to select said first media clip based upon said media form for inclusion in a aesthetically and structurally appropriate media programming.

122. (previously presented) The aesthetically and structurally appropriate media programming creation system of claim 121 wherein said step of selection unit comprises:

a template wherein said template specifies functional and aesthetic values desired from media clips to be assembled into said aesthetically and structurally appropriate media programming and wherein said template does not specify media content.

123. (previously presented) The aesthetically and structurally appropriate media programming creation system of claim 122 wherein a first aesthetic value is a key of music.

124. (previously presented) The aesthetically and structurally appropriate media programming creation system of claim 122 wherein a first aesthetic value is a tempo of sound.

125. (previously presented) The aesthetically and structurally appropriate media programming creation system of claim 122 wherein a first aesthetic value is a spectral distribution of audio energy.

126. (previously presented) The aesthetically and structurally appropriate media programming creation system of claim 121 further comprising

an inclusion unit configured to include a second media clip and a third media clip in said aesthetically and structurally appropriate media programming wherein said second media clip contains audio media only and wherein said third media clip contains video media only.

127. (previously presented) A media programming creation unit comprising:

a viewer profiler configured to profile a viewer;

a first plurality of media clips;

a concatenation unit configured to concatenate a second plurality of media clips wherein said second plurality is selected from said first plurality to form said media programming; and

a presentation unit configured to present a media programming to said viewer.

128. (previously presented) The media programming creation unit of claim 127 further comprising:

a query receiving unit configured to receive a query from said user, wherein said user has access to all of said first plurality of media clips only through an intermediary and wherein said media clips are not presented for browsing or in a list to said viewer; and

a selection unit configured to select said second plurality of media clips from said first plurality of media clips based upon said query.

129. (previously presented) The media programming creation unit of claim 127 wherein said viewer profiler comprises:

a collection unit configured to collect a viewer history.

130. (previously presented) <u>A media programming creation unit comprising:</u>

<u>a plurality of media clips;</u>

<u>a selection unit configured to select a first media clip and a second media clip;</u>

<u>a clip dividing unit configured to remove a first part of said second media clip wherein said clip dividing unit is further configured to remove a second part of said first media clip;</u>

<u>a transition creation unit configured to create a transition between said first media clip and said second media clip; and</u>

<u>an assembler configured to assemble said fiat media clip, said transition and said second media clip into said media programming.</u>